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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

15

Application Number

09/808,490

Filing Date

14 March 2001

First Named Inventor

Brian F. Monahan

Art Unit

3623

Examiner Name

Johnna R. Loftis

Attorney Docket Number

2001-01

### ENCLOSURES (Check all that apply)

☐

Fee Transmittal Form

☐

Fee Attached

☒

Amendment/Reply

☒

After Final

☐

Affidavits/declaration(s)

☐

Extension of Time Request

☐

Express Abandonment Request

☐

Information Disclosure Statement

☐

Certified Copy of Priority Document(s)

☐

Reply to Missing Parts/  
Incomplete Application

☐

Reply to Missing Parts  
under 37 CFR 1.52 or 1.53

☐

Drawing(s)

☐

Licensing-related Papers

☐

Petition

☐

Petition to Convert to a  
Provisional Application

☐

Power of Attorney, Revocation

☐

Change of Correspondence Address

☐

Terminal Disclaimer

☐

Request for Refund

☐

CD, Number of CD(s) \_\_\_\_\_

☐ Landscape Table on CD

Remarks

☐

After Allowance Communication to TC

☐

Appeal Communication to Board  
of Appeals and Interferences

☐

Appeal Communication to TC  
(Appeal Notice, Brief, Reply Brief)

☐

Proprietary Information

☐

Status Letter

☒

Other Enclosure(s) (please identify  
below):

Return Receipt Post Card

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

Monahan & Costello, LLC

Signature

Printed name

Thomas J. Monahan

Date

8 March 2008

Reg. No.

29,835

### CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name

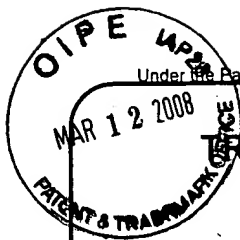
Thomas J. Monahan

Date

8 March 2008

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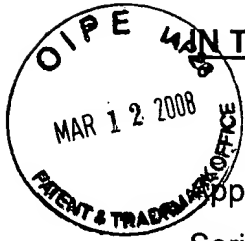
<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/808,490	
	Filing Date	14 March 2001	
	First Named Inventor	Brian F. Monahan	
	Art Unit	3623	
	Examiner Name	Johnna R. Loftis	
Total Number of Pages in This Submission	15	Attorney Docket Number	2001-01

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Post Card
<div>Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Monahan & Costello, LLC		
Signature			
Printed name	Thomas J. Monahan		
Date	8 March 2008	Reg. No.	29,835

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Signature			
Typed or printed name	Thomas J. Monahan	Date	8 March 2008

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Brian F. Monahan  
Serial No.: 09/808,490  
Filed: March 14, 2001  
For: RAPID RESPONSE MARKETING  
Art Unit: 3623  
Examiner: Johnna R. Loftis  
Docket No: 2001-1

**RESPONSE AFTER FINAL OFFICE ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This Response is submitted in response to the Office Action mailed January 8, 2008 which sets a shortened statutory period for reply to expire three (3) months from the mailing date of the communication. This Response is made within the two (2) months date of the mailing of the Final Office action. Consideration of this Response should place the present application in condition for allowance or at least in a better condition for appeal. The Applicant respectfully requests reconsideration of the claims in view of the following:

A Listing of Claims which begins on page 2 of this paper. No current amendment of any claims is requested.

Remarks begin on page 9 of this paper.